

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 08119 110648Z

16  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W  
----- 080570

R 110550Z AUG 76  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 8574

UNCLAS TEHRAN 8119

E.O. 11652: NA  
TAGS: BEXP, IR  
SUBJ: TEHRAN INTERNATIONAL TRADE FAIR

REF: TEHRAN 7288, USDOC 12357

### 1. REVISED FISCAL PLAN AS FOLLOWS:

#### EXPENSES

LOCAL TRAVEL COMMERCE PERSONNEL	\$ 2,500
PAVILION RENTAL	42,630
UTILITIES	1,000
TELEPHONE	300
CATALOGUE	1,000
DESIGN	2,370
MARKET PROMOTION	1,000
CONTRACT PERSONNEL	4,000
EXHIBIT SYSTEM PURCHASE, ERECTION/ DISMANTLING	64,700
USIS CENTERPIECE	12,500
HOSPITALITY	2,000
EQUIPMENT(RENTAL AND CAPITALIZED)	5,000
TOTAL	\$139,000

#### REVENUES

EXHIBITOR CONTRIBUTIONS  
(28 BOOTHS AT \$3,000 PER BOOTH) 84,000  
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COMMERCE CONTRIBUTION 55,000

TOTAL \$139,000

2. REQUESTIONS RAISED USDO 12357: PARA 2-LOUNGE AND OFFICES INCLUDED IN SYSTEM. PARA 3-EMBASSY WILL MAKE PROVISION TO STORE SYSTEM ON EMBASSY COUMPOUND. PARA 4-1200 SQUARE METERS IN PAVILION 6 RESERVED FOR U.S. PARTICIPATION IN SAHO. MORE SPACE AVAILABLE IF REQUIRED. FLOORPLAN PAVILION 6 AND OTHER INFO MAILED TO CAGNE AUGUST 3. PARA 51PERDAHMLow-MCCAULEY TELCON AUGUST 9, SPENNARE SYSTEM ADAPTABLE TO USDOC STANDARD SIZE BOOTHS. WE INTEND ORDER 345 ONE-METER PANELS, WHIDH CAN BE CONFIGURED INTO 40 USDOC STANDARD SIZE BOOTHS, 25 OF WHICH WOULD BE 3X4 METERS, 15 OF WHICH 3X5 METERS, LOUNGE AND OFFICES INCLUDED. PARE 6 - SEE PARA 1 ABOVE. PARA 7 - AIRFREIGHTING CENTERPIECE FROM DAMASCUS CHEAPER THAN SURFACT FREIGHT. RE PERSONNEL FOR CENTERPIECE, HAVE REQUESTED STAFFING REQUIREMENTS, AS WELL AS ESTIMATES FOR REFURBISHMENT, FROM DAMASCUS, BUT HAVE NOT YET RECEIVED RESPONSE. HELMS

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## Message Attributes

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